

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product BOB CASEY FOR SENATE

Estimate#

Buyer MIKE DETTORE

Phone#

Fax#

Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

THIS IS AN ADD TO EXISTING BASE BUY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/30-11/02	630P-7P	2.5 MEN	:30	\$600.00	TU-F	4	1	4	\$2,400.00
2	11/05-11/05	630P-7P	2.5 MEN	:30	\$600.00	M	1	1	1	\$600.00
3	10/30-11/02	7P-730P	BIG BANG THEORY	:30	\$900.00	TU-F	4	1	4	\$3,600.00
4	11/05-11/05	7P-730P	BIG BANG THEORY	:30	\$900.00	M	1	1	1	\$900.00
5	11/04-11/04	12P-1P	NFL PRE GAME	:30	\$500.00	SU	1	1	1	\$500.00

---REPORT TOTALS---

Report Totals: 11 / \$8,000.00

---SALES MONTHLY TOTALS---

Nov 12: 11 / \$8,000.00

Sales Totals: 11 / \$8,000.00

Station Totals: 11 / \$8,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,286	CABL	0%	KDKA	0%	UNKN	93%	WPCW	0%	WPGH	7%
		WPMY	0%	WPXI	0%	WTAE	0%				

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---COMPETITIVE COMMENTS---

SHARES EST

Books

null

Demos

RA35+